

AMENDMENTS TO THE CLAIMS

Upon entry of the present amendment, the status of the claims will be as is shown below. This listing of claims will replace all prior versions and listings of claims in the application.

Claims 1-12. (Canceled)

13. (New) A network-based electronic commerce system, comprising:

an item database, accessible via the network, in which a plurality of items for use in product coordination are registered by a provider of the items;

a coordination database, accessible via the network, in which a plurality of coordinators combine the items registered in the item database and register coordinate data comprising data of combinations of the items;

a virtual coordinator, which receives, via the network, a request from a consumer terminal operated by a consumer, obtains the coordinate data in the coordination database, displays the coordinate data on the consumer terminal, obtains consumer preference data comprising response data inputted through the consumer terminal and indicating absence or presence of interest in the coordinate data, searches the coordinate data based on the consumer preference data, and provides the searched coordinate data to the consumer terminal; and

a payment system, which performs a payment process when at least one item included in the coordinate data provided on the consumer terminal is selected, an order request for the item is issued, and a purchase of the item is made, said payment process comprising charging a price to an account designated in advance by the

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consumer and paying the price to the provider having the ordered item registered in the item database.

14. (New) The electronic commerce system according to claim 13, further comprising a concept board, accessible via the network, in which a plurality of coordinate concepts for use in product coordination are registered and made public on the network,

wherein the coordinate data registered in the coordination database comprises data of the items combined in accordance with the plurality of coordinate concepts.

15. (New) The electronic commerce system according to claim 14, wherein the virtual coordinator arranges or ranks the searched coordinate data in descending order of consumer interest according to the consumer preference data and provides the searched coordinate data to the consumer terminal in descending order of consumer interest.

16. (New) The electronic commerce system according to claim 13, wherein the virtual coordinator maintains consumer preference data of a consumer making a purchase, provides feedback regarding arrangement or ranking of coordinate data related to the consumer, and modifies the consumer preference data of the consumer when the consumer returns a purchased item.

17. (New) The electronic commerce system according to claim 14, wherein the coordinate data registered in the coordination database comprises the combinations of the items with respective image words and coordinator identification names assigned to said combinations of the items by the coordinators, and

wherein the virtual coordinator uses item data, an image word, and a coordinator identification name contained in each combination of the items as keywords and searches for a combination of the items that match preference of the consumer based on how many keywords are contained in the coordinate data to which the consumer responds.

18. (New) The electronic commerce system according to claim 13, wherein the consumer orders an entire combination of items in one order.

19. (New) The electronic commerce system according to claim 13, wherein the items are invited from the public and are made public on a web server.

20. (New) The electronic commerce system according to claim 13, wherein the coordinate concepts are invited from the public and are made public on a web server.

21. (New) A network-based electronic commerce method, comprising:
registering, in an item database accessible via the network, a plurality of items for use in product coordination, the items being made available by a provider of the items;
combining, in a coordination database accessible via the network, the registered items, and registering coordinate data comprising data of combinations of the items;
receiving, via the network, a request from a consumer terminal operated by a consumer;
obtaining the coordinate data in the coordination database;
providing the coordinate data on the consumer terminal for display;
obtaining consumer preference data comprising response data inputted through the consumer terminal and indicating absence or presence of interest in the coordinate data;

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searching the coordinate data based on the consumer preference data, and providing the searched coordinate data to the consumer terminal; and

processing payments when at least one item included in the coordinate data provided on the consumer terminal is selected, an order request for the item is issued, and a purchase of the items is made, said processing comprising charging an amount to an account designated in advance by the consumer and paying the amount to the provider having the ordered item registered in the item database.